RJR Account Analysis
For RJR Internal Use ONLY

Hudson News
Tobacco/News
Chain ID: 3407-00-00
# of Stores: 43

RJR Responsibility: G. N. Kuruc, Jr.

AIM Data

Industry	*1997* Carton Volume	SOM	*4th Qtr* Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.
Full Price	69,670	99.11%	17,314	99.37%	+0.27%						
Brd. Savings	628	0.89%	109	0.63%	-0.27%						
PL/BW											
Total Savings	*628*	*0.89%*	*109*	*0.63%*	*-0.27%*						
Total	70,298	100.00%	17,423	100.00%							
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	8,677	12.45%	2,111	12.19%	-0.26%						
RJR Brd.Sav											
RJR PL/BW											
RJR Tot Savings											
		SOM		SOM			SOM			SOM	
Total RJR	8,677	12.34%	2,111	12.12%	-0.23%						
Camel Ex Reg	3,144	4.47%	730	4.19%	-0.28%						
Winston	2,015	2.87%	563	3.23%	+0.36%						
Doral			8	0.05%	+0.05%						
Salem	2,217	3.15%	505	2.90%	-0.26%						
Marlboro	30,452	43.32%	7,603	43.64%	+0.32%						
Newport	9,722	13.83%	2,391	13.72%	-0.11%						
Basic	1	0.00%									
GPC	370	0.53%	35	0.20%	-0.33%						
Monarch											
Kool	1,756	2.50%	395	2.27%	-0.23%						

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1997	31	4	43
4th Qtr	31	4	43

RJR Profitability

	1997	4th Qtr
Contract Cost / Ctns		
Promotional Cost / Ctns		
Total Cost per Carton		
Profit per Carton	*$6.34*	*$6.34*
Total RJR Net Profit $	$55,012	$13,364

Current Situation

No RJR contract due to extremely low volume.

Goals for Account

Maintain current presence.

	Base	YTD	Diff.
RJR Full Price SOM	12.45%	12.19%	-0.26%
RJR Share of Savings			
Total RJR SOM	12.31%	12.16%	-0.15%
Camel Ex Reg SOM	4.47%	4.68%	+0.21%
Doral SOM			

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

RJR Account Analysis
For RJR Internal Use Only

Hudson News
Tobacco/News
Chain ID: 3407-00-00
# of Stores: 43

1997
Action Plan:

Results:

4th Qtr
Action Plan:

Results:

Action Plan:

Results:

Action Plan:

Results:

51851 3186

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

Chain: 34070000
Chain Name: HUDSON NEWS STANDS .

*** 10/27/97 Thru 01/25/98 *** Total Stores: 11

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	7346.0	42.5%	MISTY	36.0	0.2%
NEWPORT	2427.0	14.0%	GPC APR	29.0	0.2%
PARLIAMENT	1503.0	8.7%	VICEROY (G)	16.0	0.1%
MERIT	950.0	5.5%	Other	10.9	0.1%
CAMEL	861.0	5.0%	Total	91.9	0.5%
SALEM	577.0	3.3%	PL/BLK & WHT	Cartons	SOM
Other	3545.0	20.5%	No data avail		
Total	17209.0	99.4%			

** Qtr 4 - 1997 ** Total Stores: 11

FULL PRICE	Cartons	SOM
MARLBORO	7440.0	43.7%
NEWPORT	2310.0	13.6%
PARLIAMENT	1383.0	8.1%
MERIT	899.0	5.3%
CAMEL	797.0	4.7%
WINSTON	546.0	3.2%
Other	3534.4	20.8%
Total	16909.4	99.3%
BRANDED SAVINGS		
MISTY	49.0	0.3%
GPC APR	36.0	0.2%
VICEROY (G)	15.0	0.1%
Other	9.9	0.1%
Total	109.9	0.6%
PL/BLK & WHT		
No data avail		

** Qtr 3 - 1997 ** Total Stores: 12

FULL PRICE	Cartons	SOM
MARLBORO	7645.0	43.2%
NEWPORT	2455.0	13.9%
PARLIAMENT	1272.0	7.2%
MERIT	908.0	5.1%
CAMEL	904.0	5.1%
BENSON & HED	603.0	3.4%
Other	3651.0	20.6%
Total	17438.0	98.4%
BRANDED SAVINGS		
GPC APR	186.0	1.1%
MISTY	88.0	0.5%
DORAL	-17.0	0.1%
Other	17.0	0.1%
Total	274.0	1.5%
PL/BLK & WHT		
No data avail		

** Qtr 2 - 1997 ** Total Stores: 12

FULL PRICE	Cartons	SOM
MARLBORO	7590.0	42.7%
NEWPORT	2420.0	13.6%
PARLIAMENT	1344.0	7.6%
MERIT	971.0	5.5%
CAMEL	887.0	5.0%
SALEM	595.0	3.3%
Other	3839.0	21.6%
Total	17646.0	99.2%
BRANDED SAVINGS		
GPC APR	61.0	0.3%
MISTY	39.0	0.2%
VICEROY (G)	22.0	0.1%
Other	5.0	
Total	127.0	0.7%
PL/BLK & WHT		
No data avail		

** Qtr 1 - 1997 ** Total Stores: 12

FULL PRICE	Cartons	SOM
MARLBORO	7648.0	43.7%
NEWPORT	2482.0	14.2%
PARLIAMENT	1280.0	7.3%
CAMEL	911.0	5.2%
MERIT	863.0	4.9%
SALEM	554.0	3.2%
Other	3654.8	20.9%
Total	17392.8	99.3%
BRANDED SAVINGS		
GPC APR	90.0	0.5%
MISTY	24.0	0.1%
MONARCH	-19.0	0.1%
Other	24.0	0.1%
Total	119.0	0.6%
PL/BLK & WHT		
No data avail		

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

Chain: 34070000
Chain Name: HUDSON NEWS STANDS .

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	12	12	12	11	11
FULL PRICE					
MARLBORO	43.7%	42.7%	43.2%	43.7%	42.5%
NEWPORT	14.2%	13.6%	13.9%	13.6%	14.0%
PARLIAMENT	7.3%	7.6%	7.2%	8.1%	8.7%
MERIT	4.9%	5.5%	5.1%	5.3%	5.5%
CAMEL	5.2%	5.0%	5.1%	4.7%	5.0%
SALEM	3.2%	3.3%	3.2%	2.9%	3.3%
Other	20.8%	21.5%	20.7%	21.0%	20.4%
TOTAL	99.3%	99.2%	98.4%	99.3%	99.4%
BRANDED SAVINGS					
MISTY	0.1%	0.2%	0.5%	0.3%	0.2%
GPC APR	0.5%	0.3%	1.1%	0.2%	0.2%
VICEROY (G)	0.1%	0.1%	0.1%	0.1%	0.1%
Other	0.1%	0.1%	0.2%		
TOTAL	0.6%	0.7%	1.5%	0.6%	0.5%
PL/BLK & WHT					

No data available

Total Industry Volume					
Cartons	17511.8	17773.0	17712.0	17019.3	17300.9
Vol % Change	N/A	+1.49%	-0.34%	-3.91%	+1.65%
Industry Weekly Average					
Cartons	1347.0	1367.1	1362.4	1309.1	1330.8
Weekly Store Average					
Industry	112.25	113.92	113.53	119.00	120.98
RJR	13.80	14.25	13.87	14.39	15.37

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Chain: 34070000
Chain Name: HUDSON NEWS STANDS .

	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	Qtr 4 - 1997	10/27/97 Thru 01/25/98
TOTAL STORES	12	12	12	11	11
TOTAL SOM					
RJR	12.3%	12.5%	12.2%	12.1%	12.7%
PM	61.4%	61.2%	61.4%	62.7%	62.2%
BAT	6.8%	7.1%	7.6%	6.5%	6.0%
LOR	16.8%	16.1%	16.1%	16.0%	16.4%
L&M	0.1%	0.3%	0.2%	0.2%	0.2%
OTH	2.6%	2.8%	2.4%	2.6%	2.5%
FULL PRICE					
RJR	12.4%	12.5%	12.3%	12.1%	12.7%
PM	61.4%	61.2%	61.4%	62.7%	62.2%
BAT	6.0%	6.4%	6.0%	5.9%	5.5%
LOR	16.8%	16.1%	16.1%	16.0%	16.4%
L&M	0.1%	0.3%	0.2%	0.2%	0.2%
OTH	2.6%	2.8%	2.4%	2.6%	2.5%
All Cigt	99.3%	99.2%	98.4%	99.3%	99.4%
BRANDED SAVINGS					
RJR	0.1%		0.1%		
PM					
BAT	0.8%	0.7%	1.6%	0.6%	0.5%
LOR					
L&M					
OTH					
All Cigt	0.6%	0.7%	1.5%	0.6%	0.5%
PL/BLK & WHT					
RJR					
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt					

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HUDSON NEWS STANDS .
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1997/01/01 - 1997/12/31 ELAPSED DAYS: 365
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
X (3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
X (5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER OVER
RIDE RIDE OVER
TIER SEG BRAND DESCRIPTION RIDE TIER DESCRIPTION
1 FULL PRICE
2 BRANDED SAVINGS
3 PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CCLASS:

SALES LEVEL:
CHAIN: 34070000
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

****
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REPORT MESSAGES:

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

CAM530B5 1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/19/98 08:25
COMPANY SUMMARY BY TIER
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ PRD 1: PRD 2: 12	++ P E R I O D 1 ++ NO.DATA.		++ P E R I O D 2 ++ NO.DATA. 01/01/97 - 12/31/97				PER 2	PER 1
FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
OTHER MISC MANUFTURS			1813	2.60%	1813	2.60	0/100	
R.J. REYNOLDS			8677	12.45%	8677	12.45	0/100	
PHILIP MORRIS			43382	62.26%	43382	62.26	0/100	
LORILLARD			11448	16.43%	11448	16.43	0/100	
LIGGETT & MYERS			129	0.18%	129	0.18	0/100	
B.A.T.			4221	6.05%	4221	6.05	0/100	
-INDUSTRY FULL PRICE			69670	99.10%	69670		0/100	
BRANDED SAVINGS								
R.J. REYNOLDS			-23	3.66%	-23	-3.66	0/100	
PHILIP MORRIS			1	0.15%	1	0.15	0/100	
B.A.T.			650	103.50%	650	103.50	0/100	
-INDUSTRY BRANDED SAVINGS			628	0.89%	628		0/100	
- INDUSTRY- SAVINGS			628	0.89%	628		0/100	
-INDUSTRY- TOTAL			70298	100.00%	70298		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			1813	2.57%	1813	2.57	0/100	
R.J. REYNOLDS			8654	12.31%	8654	12.31	0/100	
PHILIP MORRIS			43383	61.71%	43383	61.71	0/100	
LORILLARD			11448	16.28%	11448	16.28	0/100	
LIGGETT & MYERS			129	0.18%	129	0.18	0/100	
B.A.T.			4871	6.92%	4871	6.92	0/100	
-COMBINED- INDUSTRY			70298	100.00%	70298		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3191

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

CAMS30B5 2 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 01/19/98 08:25
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ROTHMAN			273	0.39%	273	0.39		
TOT ROTHMAN (25)			13	0.02%	13	0.02		
TOT **UNKNOWN**			5	0.01%	5	0.01		
TOT STATE EXPRESS			55	0.08%	55	0.08		
TOT MILD SEVEN			58	0.08%	58	0.08		
TOT CIGARETTELLO								
TOT M C D			40	0.06%	40	0.06		
TOT MINT OF MINT			1		1			
TOT NAT SHERMAN CL			9	0.01%	9	0.01		
TOT DJARUM			89	0.13%	89	0.13		
TOT GAULOISE			3		3			
TOT JAKARTA			24	0.03%	24	0.03		
TOT GAULOISE			7	0.01%	7	0.01		
TOT AMERICAN SPIRI			466	0.66%	466	0.66		
TOT DUNHILL			752	1.07%	752	1.07		
TOT SAMPOERNA			20	0.03%	20	0.03		
TOTAL OTH FULL PRICE			1813	2.58%	1813	2.58		
TOTAL OTHER MISC MANUFTURS			1813	2.58%	1813	2.58		
TOT CAMEL REG			372	0.53%	372	0.53		
TOT CAMEL XREG			3144	4.47%	3144	4.47		
TOT CAMEL			3516	5.00%	3516	5.00		
TOT MORE			229	0.33%	229	0.33		
TOT NOW			192	0.27%	192	0.27		
TOT SALEM			2217	3.15%	2217	3.15		
TOT VANTAGE			444	0.63%	444	0.63		
TOT WINSTON SELECT			2		2			
TOT WINSTON XSEL			2013	2.86%	2013	2.86		
TOT WINSTON			2015	2.86%	2015	2.86		
TOT EXPORT A			63	0.09%	63	0.09		
TOTAL RJR FULL PRICE			8677	12.34%	8677	12.34		
TOT MONARCH			-19	0.03%	-19	-0.03		
TOT DORAL			-4	0.01%	-4	-0.01		
TOTAL RJR BRANDED SAVINGS			-23	0.03%	-23	-0.03		
TOTAL R.J. REYNOLDS			8654	12.31%	8654	12.31		
TOT BENSON & HEDGE			2201	3.13%	2201	3.13		
TOT MERIT			3666	5.21%	3666	5.21		
TOT MARLBORO			30452	43.32%	30452	43.32		
TOT PARLIAMENT			5299	7.54%	5299	7.54		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3192

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRANDED SAVINGS	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT SARATOGA			22	0.03%	22	0.03		
TOT VIRGINIA SLIMS			1646	2.34%	1646	2.34		
TOT PLAYERS (20)			91	0.13%	91	0.13		
TOT PLAYERS (25)			5	0.01%	5	0.01		
TOTAL PM FULL PRICE			43382	61.71%	43382	61.71		
TOT BASIC			1		1			
TOTAL PM BRANDED SAVINGS			1		1			
TOTAL PHILIP MORRIS			43383	61.71%	43383	61.71		
TOT KENT			743	1.06%	743	1.06		
TOT MAX			25	0.04%	25	0.04		
TOT NEWPORT			9722	13.83%	9722	13.83		
TOT TRUE			957	1.36%	957	1.36		
TOTAL LOR FULL PRICE			11448	16.28%	11448	16.28		
TOTAL LORILLARD			11448	16.28%	11448	16.28		
TOT CHESTERFIELD			69	0.10%	69	0.10		
TOT EVE			7	0.01%	7	0.01		
TOT L&M			35	0.05%	35	0.05		
TOT LARK			18	0.03%	18	0.03		
TOTAL L&M FULL PRICE			129	0.18%	129	0.18		
TOTAL LIGGETT & MYERS			129	0.18%	129	0.18		
TOT CARLTON			925	1.32%	925	1.32		
TOT PALL MALL			262	0.37%	262	0.37		
TOT TAREYTON			138	0.20%	138	0.20		
TOT BELAIR			59	0.08%	59	0.08		
TOT CAPRI TRIM			577	0.82%	577	0.82		
TOT KOOL			1756	2.50%	1756	2.50		
TOT LUCKY STRIKE			417	0.59%	417	0.59		
TOT RALEIGH			6	0.01%	6	0.01		
TOT BARCLAY			81	0.12%	81	0.12		
TOTAL B&W FULL PRICE			4221	6.00%	4221	6.00		
TOT MISTY			201	0.29%	201	0.29		
TOT GPC APR			370	0.53%	370	0.53		
TOT RICHLAND(20)			12	0.02%	12	0.02		
TOT VICEROY (G)			67	0.10%	67	0.10		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3193

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRANDED SAVINGS	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOTAL B&W BRANDED SAVINGS			650	0.92%	650	0.92		
TOTAL B.A.T.			4871	6.93%	4871	6.93		
-INDUSTRY- TOTAL			70298	100.00%	70298		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			1813	2.57%	1813	2.57	0/100	
R.J. REYNOLDS			8654	12.31%	8654	12.31	0/100	
PHILIP MORRIS			43383	61.71%	43383	61.71	0/100	
LORILLARD			11448	16.28%	11448	16.28	0/100	
LIGGETT & MYERS			129	0.18%	129	0.18	0/100	
B.A.T.			4871	6.92%	4871	6.92	0/100	
-COMBINED- INDUSTRY			70298	100.00%	70298		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3194

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . OTHER MISC MANUFTURS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
ROTHMN SP MDF85B20	1376000123			89	0.13%	89	
ROTHMN BLU F85B 20	1376000124			182	0.26%	182	
ROTHMAN-MSC STYLES	1376003013			2		2	
TOT ROTHMAN				273	0.39%	273	
ROTHMN SP MDF85B25	1376000126			13	0.02%	13	
TOT ROTHMAN (25)				13	0.02%	13	
STATE EXP-ALL STYL	7771000013			5	0.01%	5	
TOT **UNKNOWN**				5	0.01%	5	
STATE EXP-ALL STYL	7771000013			55	0.08%	55	
TOT STATE EXPRESS				55	0.08%	55	
MILD SEVEN F KG	7694019960			20	0.03%	20	
MILD SEVEN LT KG	7694019964			9	0.01%	9	
MILD SEVEN LT KG B	7694019966			17	0.02%	17	
MILD SEVEN SUPR LT	7788019975			11	0.02%	11	
TOT MILD SEVEN				57	0.08%	57	
SHRMN CIGEL BRN 85	5054573057						
TOT CIGARETTELLO							
SHRMN MCD 100 B BN	5054576491			38	0.05%	38	
SHRMN MCD LT 100 B	5054576552			2		2	
TOT M C D				40	0.06%	40	
SHRMN HNT/MNT BRNF	5054575181			1		1	
TOT HINT OF MINT				1		1	
SHRMN NAT CLASS CB	5054560120			7	0.01%	7	
SHRMN NAT CLSS LT	5054568120			2		2	
TOT NAT SHERMAN CL				9	0.01%	9	
DJARUM-ALL STYLES	7770205013			88	0.13%	88	
DE MAURIER-ALL STY	7770301113			1		1	
TOT DJARUM				89	0.13%	89	
GAULOISE-ALL STYLS	7770300113			3		3	
TOT GAULOISE				3		3	
JAKARTA-ALL STYLES	7770207013			18	0.03%	18	
GITANES-ALL STYLES	7770300213			6	0.01%	6	
TOT JAKARTA				24	0.03%	24	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3195

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . OTHER MISC MANUFTURS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
GAULOISE CPRL KSF	2581719152			7	0.01%	7	
TOT GAULOISE				7	0.01%	7	
AMER SPIRIT F 85	4799500006			292	0.42%	292	
AMER SPIRIT M 85 B	4799500008			12	0.02%	12	
AMER SPIR MLD F 85	4799500016			159	0.23%	159	
AMER SPIRIT NF KS	4799500019			3		3	
TOT AMERICAN SPIRI				466	0.66%	466	
DUNHILL INTNL BX	1376000111			345	0.49%	345	
DUNHILL MENTHOL BX	1376000112			71	0.10%	71	
DUNHILL INT MLD 85	1376000113			149	0.21%	149	
DUNHILL M MLD BX	1376000114			14	0.02%	14	
DUNHILL SPC R K B	1376000117			2		2	
DUNHILL LT 85 BX	1376000118			24	0.03%	24	
DUNHILL 100 BX	1376000119			57	0.08%	57	
DUNHILL MLD 100 B	1376000121			28	0.04%	28	
DUNHILL 100 M B	1376000122			62	0.09%	62	
TOT DUNHILL				752	1.07%	752	
SAMPOERNA EX FF85S	8739300007			1		1	
SAMPOERNA-ALL STYL	8739300913			19	0.03%	19	
TOT SAMPOERNA				20	0.03%	20	
OTHER MISC MANUFTURS				1814	2.58%	1814	2.58

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3196

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CAMEL NF 70	1230010113			372	0.53%	372	
TOT CAMEL REG				372	0.53%	372	
CAMEL F 85 HP I	12300I1DEH			10	0.01%	10	
CAMEL LT F 85 HP I	12300I1F13			9	0.01%	9	
CAMEL M 83 BX I	12300I35AH			1		1	
CAMEL F 85 HP P	12300P1DEH			2		2	
CAMEL LT F 85 HP P	12300P1F13			2		2	
CAMEL M 83 BX P	12300P35AH			2		2	
CAMEL M LT83 BX P	12300P35G9			2		2	
CAMEL F 85 SP	1230010213			236	0.34%	236	
CAMEL F 85 HP	1230010313			416	0.59%	416	
CAMEL LT F 85 SP	1230010413			460	0.65%	460	
CAMEL LT F 100	1230010513			16	0.02%	16	
CAMEL LT F 85 HP	1230010713			1773	2.52%	1773	
RED KAMEL FF 83 BX	1230015413			37	0.05%	37	
RED KAMEL LT 83 BX	1230017713			33	0.05%	33	
CAMEL M 83 BX	1230019313			3		3	
CAMEL M LT83 BX	1230019413			3		3	
CAMEL ULT 100 BX	1230021213			4	0.01%	4	
CAMEL U LT F 85 SP	1230021413			43	0.06%	43	
CAMEL U LT F 85 B	1230021513			32	0.05%	32	
CAMEL SPL LT 85	1230066513			5	0.01%	5	
CAMEL SPL LT 85 BX	1230066613			15	0.02%	15	
CAMEL SPL LT 100 B	1230066713			1		1	
CAMEL WIDES F BX	1230070713			17	0.02%	17	
CAMEL WIDES LT F B	1230070813			24	0.03%	24	
TOT CAMEL XREG				3146	4.48%	3146	
TOT CAMEL				3518	5.00%	3518	
MORE F 120	1230015513			89	0.13%	89	
MORE LT F 100 BX	1230015613			11	0.02%	11	
MORE M 120	1230016013			85	0.12%	85	
MORE LT M 100 BX	1230016113			30	0.04%	30	
MORE WHITE L F 120	1230025113			8	0.01%	8	
MORE WHITE L M 120	1230025213			7	0.01%	7	
TOT MORE				230	0.33%	230	
NOW F 85 SP	1230013613			81	0.12%	81	
NOW F 85 BX	1230013713			3		3	
NOW M 85 SP	1230013913			35	0.05%	35	
NOW F 100 BX	1230014613			1		1	
NOW F 100 SP	1230019013			47	0.07%	47	

51851 3197

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE		UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
NOW M 100 SP		1230019213			25	0.04%	25	
TOT NOW					192	0.27%	192	
SALEM LT M 85	E	12300E225B			1		1	
SALEM SLD 100 M B	E	12300E4255			1		1	
SALEM GOLD M 83 BX		1230010813			28	0.04%	28	
SALEM M 85 SP		1230012013			432	0.61%	432	
SALEM M 100		1230012213			180	0.26%	180	
SALEM LT M 85		1230012413			821	1.17%	821	
SALEM LT M 100 SP		1230012513			257	0.37%	257	
SALEM SL L M 100 B		1230012613			157	0.22%	157	
SALEM ULT M 85		1230012813			226	0.32%	226	
SALEM ULT M 100		1230012913			103	0.15%	103	
SALEM LT M 100 BX		1230017213			8	0.01%	8	
SALEM SLD KSF M B		1230017513			2		2	
TOT SALEM					2216	3.15%	2216	
VANTAGE F 85		1230013013			221	0.31%	221	
VANTAGE F 100		1230013113			38	0.05%	38	
VANTAGE M 85		1230013213			8	0.01%	8	
VANTAGE ULT F 85		1230013313			9	0.01%	9	
VANTAGE M 100		1230013413			1		1	
VANTAGE ULT F 100		1230013513			1		1	
VANTAGE ULT F 83 B		1230070513			144	0.20%	144	
VANTAGE UL F 100 B		1230070613			23	0.03%	23	
TOT VANTAGE					445	0.63%	445	
WIN SEL F 85		1230070913			2		2	
TOT WINSTON SELECT					2		2	
WINSTON F 85 SP	I	12300I1FHF			2		2	
WINSTON LT F 85 BX	I	12300I20DF			2		2	
WINSTON F 85 SP	P	12300P1FHF			1		1	
WINSTON F 85 BX	P	12300P1GAH			3		3	
WINSTON LT F 85 SP	P	12300P1GS7			1		1	
WINSTON LT F 85 BX	P	12300P20DF			3		3	
WINSTON F 85 SP		1230011013			716	1.02%	716	
WINSTON LT F 85 SP		1230011113			536	0.76%	536	
WINSTON F 85 BX		1230011213			310	0.44%	310	
WINSTON L F 100 S		1230011313			111	0.16%	111	
WINSTON F 100		1230011413			164	0.23%	164	
WINSTON ULT F 85		1230011713			17	0.02%	17	
WINSTON ULT F 100		1230011813			2		2	
WINSTON LT F 85 BX		1230011913			131	0.19%	131	

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51851 3198

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . R.J. REYNOLDS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
WINSTON L F 100 B	1230015913			13	0.02%	13	
WINSTON ULT F 100B	1230070413			2		2	
TOT WINSTON XSEL				2014	2.86%	2014	
TOT WINSTON				2016	2.87%	2016	
EXPORT A F71B(25)	1230009104			11	0.02%	11	
EXPORT A U 71B(25)	1230009117			6	0.01%	6	
EXPORT A LF71B(25)	1230009405			20	0.03%	20	
EXP A EX L 71B(25)	1230009431			10	0.01%	10	
EXP A MED 71B(25)	1230009593			17	0.02%	17	
TOT EXPORT A				64	0.09%	64	
MONARCH FF 100	1230022813			-19	0.03%	-19	
TOT MONARCH				-19	0.03%	-19	
DORAL LT F 85	J 12300J2ABB			-5	0.01%	-5	
DORAL LT F 100	J 12300J2AH3			-3		-3	
DORAL F 100	J 12300J2B4D			-4	0.01%	-4	
DORAL F 85 SP	J 12300J2F4H			-5	0.01%	-5	
DORAL FF 100 BX	J 12300J3E2C			1		1	
DORAL LT 100 BX	J 12300J3E2F			1		1	
DORAL F 100	P 12300P2B4D			1		1	
DORAL F 85 SP	1230016613			3		3	
DORAL 85 B DSCT	1230084013			5	0.01%	5	
TOT DORAL				-6	0.01%	-6	
R.J. REYNOLDS				8656	12.31%	8656	12.31

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3199

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
B&H F 100 SP	J 28200J1E1E			3		3	
B&H M 100 SP	J 28200J1E39			3		3	
B&H LT M 100 SP	J 28200J1E88			3		3	
B&H LT F 100 BX	J 28200J1FBA			3		3	
B&H DLX ULM100BX	J 28200J1G54			3		3	
B&H F 100 SP	P 28200P1E1E			4	0.01%	4	
B&H LT F 100 SP	P 28200P1E7G			2		2	
B&H DLX UL100B	P 28200P1G4C			2		2	
B&H DLX UL100B	U 28200U1G4C			28	0.04%	28	
B&H DLX ULM100BX	U 28200U1G54			20	0.03%	20	
B&H DLX F 85 BX	2820010070			10	0.01%	10	
B&H F 100 SP	2820010400			312	0.44%	312	
B&H F 100 BX	2820010416			122	0.17%	122	
B&H M 100 BX	2820010426			108	0.15%	108	
B&H M 100 SP	2820010431			238	0.34%	238	
B&H LT F 100 SP	2820010510			123	0.17%	123	
B&H LT M 100 SP	2820010520			161	0.23%	161	
B&H LT F 100 BX	2820010900			73	0.10%	73	
B&H LT M 100 B-TMP	2820010910			31	0.04%	31	
B&H DLX UL100B	2820011100			578	0.82%	578	
B&H DLX ULM100BX	2820011110			374	0.53%	374	
TOT BENSON & HEDGE				2201	3.13%	2201	
MERIT F 85 SP	J 28200J1F10			3		3	
MERIT F 100	J 28200J1F3E			3		3	
MERIT F 85 BX	J 28200J1GA4			6	0.01%	6	
MERIT F 85 SP	2820010710			268	0.38%	268	
MERIT M 85	2820010720			45	0.06%	45	
MERIT F 100	2820010760			207	0.29%	207	
MERIT M 100	2820010770			17	0.02%	17	
MERIT ULT 85SP	2820011010			582	0.83%	582	
MERIT ULT M 85	2820011020			76	0.11%	76	
MERIT ULT 100	2820011030			155	0.22%	155	
MERIT ULT M100	2820011040			34	0.05%	34	
MERIT F 85 BX	2820011200			489	0.70%	489	
MERIT ULT 85B	2820011800			1213	1.73%	1213	
MERIT ULT 100B	2820011830			265	0.38%	265	
MERIT ULTIMA 85 BX	2820012860			170	0.24%	170	
MERIT ULTIMA 85 SP	2820012870			54	0.08%	54	
MERIT ULTIMA 100 B	2820012880			58	0.08%	58	
MERIT ULTIMA 100 S	2820012890			21	0.03%	21	
TOT MERIT				3666	5.21%	3666	
MARLBORO F 85 BX	N 28200N1CG4			66	0.09%	66	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3200

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
MARL LT 100 BX	N 28200N1D82			24	0.03%	24	
MARLBORO LT85 BX	N 28200N1EHG			54	0.08%	54	
MARL MED F85BX	N 28200N233A			12	0.02%	12	
MARLBORO F 85 BX	P 28200P1CG4			3		3	
MARL LT 100 BX	P 28200P1D82			1		1	
MARLBORO LT85 BX	P 28200P1EHG			3		3	
MARL MED F85BX	P 28200P233A			1		1	
MARLBORO F 85 BX	2820010012			8346	11.87%	8346	
MARL LT 100 SP	2820010180			118	0.17%	118	
MARL LT 100 BX	2820010190			1669	2.37%	1669	
MARLBORO M 85 SP	2820010216			8	0.01%	8	
MARLBORO F 85 SP	2820010290			288	0.41%	288	
MARLBORO F 100SP	2820010480			57	0.08%	57	
MARLBORO F 100BX	2820010530			744	1.06%	744	
MARLBORO LT85 SP	2820010660			472	0.67%	472	
MARLBORO LT85 BX	2820010690			16061	22.85%	16061	
MARLBORO M 85 BX	2820011270			209	0.30%	209	
MARL L M 100BX	2820011566			34	0.05%	34	
MARL LT M 100 SP	2820011570			21	0.03%	21	
MARL LT M 85 SP	2820011580			23	0.03%	23	
MARL L M 85 BX	2820011596			513	0.73%	513	
MARL MED F85BX	2820012700			1592	2.26%	1592	
MARL MED F85 SP	2820012710			57	0.08%	57	
MARL MED F100 BX	2820012740			75	0.11%	75	
MARL MED F100 SP	2820012750			1		1	
TOT MARLBORO				30452	43.32%	30452	
PARLIAMENT LM KG B A	28200A24B2			3		3	
PARLIAMENT L85SP J	28200J1CHE			9	0.01%	9	
PARLIAMENT LM KG B J	28200J24B2			27	0.04%	27	
PARLIAMENT L85B P	28200P1D06			6	0.01%	6	
PARLIAMENT LM KG B P	28200P24B2			2		2	
PARLIAMENT L85SP	2820010040			61	0.09%	61	
PARLIAMENT L85B	2820010050			4372	6.22%	4372	
PARLIAMENT LT100	2820010500			651	0.93%	651	
PARLIAMENT LM KG B	2820013160			154	0.22%	154	
PARLIAMENT LM 100B	2820013170			14	0.02%	14	
TOT PARLIAMENT				5299	7.54%	5299	
SARATOGA F 120BX	2820010080			15	0.02%	15	
SARATOGA M 120BX	2820010130			7	0.01%	7	
TOT SARATOGA				22	0.03%	22	
V SLIMS F 100	2820010601			172	0.24%	172	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3201

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . PHILIP MORRIS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
V SLIMS M 100	2820010631			149	0.21%	149	
V SLIMS LT100 BX	2820010640			318	0.45%	318	
V SLIMS LM100 BX	2820010650			378	0.54%	378	
V SLIMS ULT100BX	2820011600			263	0.37%	263	
V SLIMS LT120 BX	2820011610			64	0.09%	64	
V SLIMS LM120 BX	2820011620			54	0.08%	54	
V SLIMS UM100 BX	2820011630			215	0.31%	215	
V SLIMS SS UF100B	2820012100			19	0.03%	19	
V SLIMS SS UM100B	2820012110			15	0.02%	15	
TOT VIRGINIA SLIMS				1647	2.34%	1647	
PLAYERS NF70B NVY	2820010221			2		2	
PLAYERS F 85 BX	2820011160			19	0.03%	19	
PLAYERS F 100 BX	2820011170			3		3	
PLAYERS M 85 BX	2820011180			59	0.08%	59	
PLYRS NVYCT LF 85B	2820013120			3		3	
PLYRS NVYCT F 85 B	2820013130			5	0.01%	5	
TOT PLAYERS (20)				91	0.13%	91	
PLAYERS MED REG	2820015710			5	0.01%	5	
TOT PLAYERS (25)				5	0.01%	5	
BASIC FF 85	2820016210			1		1	
TOT BASIC				1		1	
PHILIP MORRIS				43384	61.71%	43384	61.71

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3202

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . LORILLARD

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
KENT III UL85 SP	2610000167			141	0.20%	141	
KENT III U100 SP	2610000177			58	0.08%	58	
KENT F 100	2610000427			127	0.18%	127	
KENT F 85 SP	2610000437			159	0.23%	159	
KENT F 85 BX	2610000457			28	0.04%	28	
KENT GLD LT 85SP	2610000517			192	0.27%	192	
KENT GLD LT100SP	2610000537			36	0.05%	36	
KENT GLD LT 85 BX	2610080474			3		3	
TOT KENT				744	1.06%	744	
MAX F 120	2610000387			24	0.03%	24	
MAX M 120	2610000397			1		1	
TOT MAX				25	0.04%	25	
NEWPORT M 100 SP U	26100U011F			15	0.02%	15	
NEWPORT M 85 BX	2610000307			5946	8.46%	5946	
NEWPORT LM85 SP	2610000337			35	0.05%	35	
NEWPORT LM85 BX	2610000347			2150	3.06%	2150	
NEWPORT M 100 SP	2610000357			117	0.17%	117	
NEWPORT M 85 SP	2610000367			139	0.20%	139	
NEWPORT LM100 SP	2610000377			40	0.06%	40	
NEWPORT LM100 BX	2610000637			295	0.42%	295	
NEWPORT M 100 BX	2610000647			973	1.38%	973	
NEWPORT SL L M100B	2610080224			2		2	
NEWP STRIPE M100B	2610080254			10	0.01%	10	
TOT NEWPORT				9722	13.83%	9722	
TRUE M 85	2610000267			167	0.24%	167	
TRUE F 85 SP	2610000277			485	0.69%	485	
TRUE F 100	2610000287			189	0.27%	189	
TRUE M 100	2610000297			62	0.09%	62	
TRUE F 100 BX	2610080614			22	0.03%	22	
TRUE F 80 BX	2610080624			32	0.05%	32	
TOT TRUE				957	1.36%	957	
LORILLARD				11448	16.28%	11448	16.28

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3203

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS . LIGGETT & MYERS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CHESTERFLD NF 70 B	11000B1GG4			4	0.01%	4	
CHESTERFLD NF 85 B	11000B1HEG			2		2	
CHESTERFLD NF 70 C	11000C1GG4			6	0.01%	6	
CHESTERFLD NF 85 C	11000C1HEG			5	0.01%	5	
CHESTERFLD NF 70	1100011308			30	0.04%	30	
CHESTERFLD NF 85	1100011608			22	0.03%	22	
TOT CHESTERFIELD				69	0.10%	69	
EVE ULT F 120 BX	1100012608			1		1	
EVE ULT M 120 BX	1100012708			3		3	
EVE LT F 120 BX	1100012808			2		2	
EVE LT M 120 BX	1100012908			1		1	
TOT EVE				7	0.01%	7	
L&M F 85 SP B	11000B2B48			4	0.01%	4	
L&M F 85 SP C	11000C2B48			8	0.01%	8	
L&M F 85 SP	1100015308			6	0.01%	6	
L&M F 85 BX	1100015608			1		1	
L&M F 100	1100016008			17	0.02%	17	
TOT L&M				36	0.05%	36	
LARK F 85 B	11000B279E			2		2	
LARK F 85 C	11000C279E			2		2	
LARK F 85	1100014108			13	0.02%	13	
LARK F 100	1100014208			1		1	
TOT LARK				18	0.03%	18	
LIGGETT & MYERS				130	0.18%	130	0.18

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3204

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++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
CARLTON M 85 BX	2720002369			3		3	
CARLTON F 85 SP	4330002028			178	0.25%	178	
CARLTON M 85	4330002048			85	0.12%	85	
CARLTON M 100 BX	4330002058			11	0.02%	11	
CARLTON F 100 BX	4330002068			101	0.14%	101	
CARLTON F 100 SP	4330002078			248	0.35%	248	
CARLTON M 100 SP	4330002088			81	0.12%	81	
CARLTON F 120	4330002108			5	0.01%	5	
CARLTON 1MG F 85 B	4330002908			213	0.30%	213	
TOT CARLTON				925	1.32%	925	
PALL MALL NF 85	4330006518			226	0.32%	226	
PALL MALL GLD F100	4330006538			19	0.03%	19	
PALL MALL RED F 85	4330006618			17	0.02%	17	
TOT PALL MALL				262	0.37%	262	
TAREYTON F 85	4330007528			96	0.14%	96	
TAREYTON F 100	4330007538			37	0.05%	37	
TAREYTON LTS F 100	4330007568			5	0.01%	5	
TOT TAREYTON				138	0.20%	138	
BELAIR M 85 (FP)	2720001110			45	0.06%	45	
BELAIR M 100 (FP)	2720001115			14	0.02%	14	
TOT BELAIR				59	0.08%	59	
CAPRI TRIM F120 BX	2720001116			54	0.08%	54	
CAPRI TRIM M120 BX	2720001117			28	0.04%	28	
CAPRI TRIM F100 BX	2720001163			227	0.32%	227	
CAPRI TRIM M100 BX	2720001164			219	0.31%	219	
CAPRI TRIM ULT100	2720003250			32	0.05%	32	
CAPRI TRIM UM100	2720003251			17	0.02%	17	
TOT CAPRI TRIM				577	0.82%	577	
KOOL MILD M 100 BX G	27200G037G			25	0.04%	25	
KOOL MILDS M 85 BX G	27200G038A			72	0.10%	72	
KOOL M 85 BX G	27200G0382			283	0.40%	283	
KOOL M 100 BX G	27200G0383			75	0.11%	75	
KOOL M 85 BX U	27200U0382			17	0.02%	17	
KOOL MILD M 100 BX	2720001114			14	0.02%	14	
KOOL M 85 BX	2720001118			191	0.27%	191	
KOOL M 100 BX	2720001119			78	0.11%	78	
KOOL M 85 SP	2720001120			444	0.63%	444	
KOOL M 100	2720001125			142	0.20%	142	
KOOL MILDS M 85 BX	2720001126			98	0.14%	98	

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51851 3205

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++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
KOOL MILDS M 85 SP	2720001127			150	0.21%	150	
KOOL MILDS M 100	2720001128			23	0.03%	23	
KOOL LTS M 85	2720001129			82	0.12%	82	
KOOL NF M 70	2720001130			3		3	
KOOL LTS M 100	2720001132			24	0.03%	24	
KOOL ULT M 85	2720001135			20	0.03%	20	
KOOL ULT M 100	2720001137			17	0.02%	17	
TOT KOOL				1758	2.50%	1758	
LUCKY STR 85 BX	2720001969			113	0.16%	113	
LUCKY STR LT 85 BX	2720001971			78	0.11%	78	
LUCKY STR NF 70	4330004518			226	0.32%	226	
TOT LUCKY STRIKE				417	0.59%	417	
RALEIGH F 85	2720001140			6	0.01%	6	
TOT RALEIGH				6	0.01%	6	
BARCLAY F 85 BX	2720001111			46	0.07%	46	
BARCLAY F 85 SP(1)	2720001112			28	0.04%	28	
BARCLAY F 100(1)	2720001113			7	0.01%	7	
TOT BARCLAY				81	0.12%	81	
MISTY SLM LT 120 B	2040005038			1		1	
MISTY SLM FF 100 B	2040005158			29	0.04%	29	
MISTY ULT 100 BX	2040005168			20	0.03%	20	
MISTY SLM F M 100B	2040005258			47	0.07%	47	
MISTY ULT M 100 BX	2040005268			34	0.05%	34	
MISTY SLM L M 120B	2040005358			1		1	
MISTY SL LT 100BX	4330005108			39	0.06%	39	
MISTY SL LT M100B	4330005208			31	0.04%	31	
TOT MISTY				202	0.29%	202	
GPC MED FF 85 B	2720002385			26	0.04%	26	
GPC MED FF 100 B	2720002389			24	0.03%	24	
GPC APR LT 85 SP	7592600173			15	0.02%	15	
GPC APR ULT 85 SP	7592600237			12	0.02%	12	
GPC APR LT 100 SP	7592600251			15	0.02%	15	
GPC APR LM85 SP	7592600253			12	0.02%	12	
GPC APR LM100 SP	7592600255			14	0.02%	14	
GPC APR ULT100 SP	7592600257			10	0.01%	10	
GPC APR FF 85 SP	7592605019			23	0.03%	23	
GPC APR FF 100 SP	7592605021			14	0.02%	14	
GPC APR FFM85 SP	7592605025			17	0.02%	17	
GPC APR FFM100 SP	7592605027			13	0.02%	13	

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51851 3206

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++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: , PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

BRAND STYLE	UPC CODE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE
GPC APR NF 85 SP	7592605028			3		3	
GPC APR FF 85 BX	7592605031			76	0.11%	76	
GPC APR LT 85 BX	7592605033			19	0.03%	19	
GPC APR FF 100 BX	7592605035			63	0.09%	63	
GPC APR LT 100 BX	7592605037			15	0.02%	15	
GPC APR ULT M 85	7592605047			1		1	
GPC APR ULT M 100	7592605049			1		1	
TOT GPC APR				373	0.53%	373	
RICHLAND F100(20)	2720001192			12	0.02%	12	
TOT RICHLAND(20)				12	0.02%	12	
VICEROY F85 SP	2720001263			63	0.09%	63	
VICEROY F100 SP	2720001264			4	0.01%	4	
TOT VICEROY (G)				67	0.10%	67	
B.A.T.				4877	6.94%	4877	6.94
-INDUSTRY- TOTAL				70298	100.00%	70298	

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51851 3207

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
1	MARLBORO LT85 BX	2820010690	16061	22.85%	22.85%	38	7.6	100.0%
2	MARLBORO F 85 BX	2820010012	8346	11.87%	34.72%	20	4.0	91.6%
3	NEWPORT M 85 BX	2610000307	5946	8.46%	43.18%	14	2.8	100.0%
4	PARLIAMENT L85B	2820010050	4372	6.22%	49.40%	10	2.0	83.3%
5	NEWPORT LM85 BX	2610000347	2150	3.06%	52.46%	5	1.0	91.6%
6	CAMEL LT F 85 HP	1230010713	1773	2.52%	54.98%	4	0.8	91.6%
7	MARL LT 100 BX	2820010190	1669	2.37%	57.35%	4	0.8	100.0%
8	MARL MED F85BX	2820012700	1592	2.26%	59.61%	4	0.8	100.0%
9	MERIT ULT 85B	2820011800	1213	1.73%	61.34%	3	0.6	91.6%
10	NEWPORT M 100 BX	2610000647	973	1.38%	62.72%	2	0.4	75.0%
11	SALEM LT M 85	1230012413	821	1.17%	63.89%	2	0.4	100.0%
12	MARLBORO F 100BX	2820010530	744	1.06%	64.95%	2	0.4	91.6%
13	WINSTON F 85 SP	1230011013	716	1.02%	65.97%	2	0.4	91.6%
14	PARLIAMENT LT100	2820010500	651	0.93%	66.90%	2	0.4	83.3%
15	MERIT ULT 85SP	2820011010	582	0.83%	67.73%	1	0.2	91.6%
16	B&H DLX UL100B	2820011100	578	0.82%	68.55%	1	0.2	83.3%
17	WINSTON LT F 85 SP	1230011113	536	0.76%	69.31%	1	0.2	91.6%
18	MARL L M 85 BX	2820011596	513	0.73%	70.04%	1	0.2	83.3%
19	MERIT F 85 BX	2820011200	489	0.70%	70.74%	1	0.2	83.3%
20	TRUE F 85 SP	2610000277	485	0.69%	71.43%	1	0.2	91.6%
21	MARLBORO LT85 SP	2820010660	472	0.67%	72.10%	1	0.2	66.6%
22	CAMEL LT F 85 SP	1230010413	460	0.65%	72.75%	1	0.2	75.0%
23	KOOL M 85 SP	2720001120	444	0.63%	73.38%	1	0.2	91.6%
24	SALEM M 85 SP	1230012013	432	0.61%	73.99%	1	0.2	91.6%
25	CAMEL F 85 HP	1230010313	416	0.59%	74.58%	1	0.2	83.3%
26	V SLIMS LM100 BX	2820010650	378	0.54%	75.12%	1	0.2	91.6%
27	B&H DLX ULM100BX	2820011110	374	0.53%	75.65%	1	0.2	83.3%
28	CAMEL NF 70	1230010113	372	0.53%	76.18%	1	0.2	100.0%
29	DUNHILL INTNL BX	1376000111	345	0.49%	76.67%	1	0.2	58.3%
30	V SLIMS LT100 BX	2820010640	318	0.45%	77.12%	1	0.2	100.0%
31	B&H F 100 SP	2820010400	312	0.44%	77.56%	1	0.2	83.3%
32	WINSTON F 85 BX	1230011213	310	0.44%	78.00%	1	0.2	83.3%
33	NEWPORT LM100 BX	2610000637	295	0.42%	78.42%	1	0.2	66.6%
34	AMER SPIRIT F 85	4799500006	292	0.42%	78.84%	1	0.2	25.0%
35	MARLBORO F 85 SP	2820010290	288	0.41%	79.25%	1	0.2	58.3%
36	KOOL M 85 BX G	27200G0382	283	0.40%	79.65%	1	0.2	33.3%
37	MERIT F 85 SP	2820010710	268	0.38%	80.03%	1	0.2	66.6%
38	MERIT ULT 100B	2820011830	265	0.38%	80.41%	1	0.2	66.6%
39	V SLIMS ULT100BX	2820011600	263	0.37%	80.78%	1	0.2	91.6%
40	SALEM LT M 100 SP	1230012513	257	0.37%	81.15%	1	0.2	83.3%
41	CARLTON F 100 SP	4330002078	248	0.35%	81.50%	1	0.2	91.6%
42	B&H M 100 SP	2820010431	238	0.34%	81.84%	1	0.2	100.0%
43	CAMEL F 85 SP	1230010213	236	0.34%	82.18%	1	0.2	83.3%
44	CAPRI TRIM F100 BX	2720001163	227	0.32%	82.50%	1	0.2	75.0%

51851 3208

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE	UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
45	PALL MALL NF 85	4330006518	226	0.32%	82.82%	1	0.2	91.6%
46	SALEM ULT M 85	1230012813	226	0.32%	83.14%	1	0.2	83.3%
47	LUCKY STR NF 70	4330004518	226	0.32%	83.46%	1	0.2	66.6%
48	VANTAGE F 85	1230013013	221	0.31%	83.77%	1	0.2	91.6%
49	CAPRI TRIM M100 BX	2720001164	219	0.31%	84.08%	1	0.2	75.0%
50	V SLIMS UM100 BX	2820011630	215	0.31%	84.39%	1	0.2	83.3%
51	CARLTON 1MG F 85 B	4330002908	213	0.30%	84.69%	1	0.2	75.0%
52	MARLBORO M 85 BX	2820011270	209	0.30%	84.99%			66.6%
53	MERIT F 100	2820010760	207	0.29%	85.28%			91.6%
54	KENT GLD LT 85SP	2610000517	192	0.27%	85.55%			75.0%
55	KOOL M 85 BX	2720001118	191	0.27%	85.82%			66.6%
56	TRUE F 100	2610000287	189	0.27%	86.09%			66.6%
57	ROTHMN BLU F85B 20	1376000124	182	0.26%	86.35%			83.3%
58	SALEM M 100	1230012213	180	0.26%	86.61%			91.6%
59	CARLTON F 85 SP	4330002028	178	0.25%	86.86%			91.6%
60	V SLIMS F 100	2820010601	172	0.24%	87.10%			83.3%
61	MERIT ULTIMA 85 BX	2820012860	170	0.24%	87.34%			58.3%
62	TRUE M 85	2610000267	167	0.24%	87.58%			66.6%
63	WINSTON F 100	1230011413	164	0.23%	87.81%			91.6%
64	B&H LT M 100 SP	2820010520	161	0.23%	88.04%			100.0%
65	KENT F 85 SP	2610000437	159	0.23%	88.27%			91.6%
66	AMER SPIR MLD F 85	4799500016	159	0.23%	88.50%			25.0%
67	SALEM SL L M 100 B	1230012613	157	0.22%	88.72%			66.6%
68	MERIT ULT 100	2820011030	155	0.22%	88.94%			66.6%
69	PARLIAMENT LM KG B	2820013160	154	0.22%	89.16%			41.6%
70	KOOL MILDS M 85 SP	2720001127	150	0.21%	89.37%			83.3%
71	DUNHILL INT MLD 85	1376000113	149	0.21%	89.58%			58.3%
72	V SLIMS M 100	2820010631	149	0.21%	89.79%			100.0%
73	VANTAGE ULT F 83 B	1230070513	144	0.20%	89.99%			50.0%
74	KOOL M 100	2720001125	142	0.20%	90.19%			75.0%
75	KENT III UL85 SP	2610000167	141	0.20%	90.39%			66.6%
76	NEWPORT M 85 SP	2610000367	139	0.20%	90.59%			41.6%
77	WINSTON LT F 85 BX	1230011913	131	0.19%	90.78%			58.3%
78	KENT F 100	2610000427	127	0.18%	90.96%			83.3%
79	B&H LT F 100 SP	2820010510	123	0.17%	91.13%			83.3%
80	B&H F 100 BX	2820010416	122	0.17%	91.30%			66.6%
81	MARL LT 100 SP	2820010180	118	0.17%	91.47%			50.0%
82	NEWPORT M 100 SP	2610000357	117	0.17%	91.64%			33.3%
83	LUCKY STR 85 BX	2720001969	113	0.16%	91.80%			50.0%
84	WINSTON L F 100 S	1230011313	111	0.16%	91.96%			75.0%
85	B&H M 100 BX	2820010426	108	0.15%	92.11%			66.6%
86	SALEM ULT M 100	1230012913	103	0.15%	92.26%			75.0%
87	CARLTON F 100 BX	4330002068	101	0.14%	92.40%			66.6%
88	KOOL MILDS M 85 BX	2720001126	98	0.14%	92.54%			50.0%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3209

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
89	TAREYTON F 85		4330007528	96	0.14%	92.68%			66.6%
90	MORE F 120		1230015513	89	0.13%	92.81%			58.3%
91	ROTHMN SP MDF85B20		1376000123	89	0.13%	92.94%			58.3%
92	DJARUM-ALL STYLES		7770205013	88	0.13%	93.07%			25.0%
93	MORE M 120		1230016013	85	0.12%	93.19%			58.3%
94	CARLTON M 85		4330002048	85	0.12%	93.31%			83.3%
95	KOOL LTS M 85		2720001129	82	0.12%	93.43%			58.3%
96	CARLTON M 100 SP		4330002088	81	0.12%	93.55%			66.6%
97	NOW F 85 SP		1230013613	81	0.12%	93.67%			66.6%
98	KOOL M 100 BX		2720001119	78	0.11%	93.78%			66.6%
99	LUCKY STR LT 85 BX		2720001971	78	0.11%	93.89%			41.6%
100	MERIT ULT M 85		2820011020	76	0.11%	94.00%			41.6%
101	GPC APR FF 85 BX		7592605031	76	0.11%	94.11%			41.6%
102	KOOL M 100 BX	G	27200G0383	75	0.11%	94.22%			16.6%
103	MARL MED F100 BX		2820012740	75	0.11%	94.33%			58.3%
104	B&H LT F 100 BX		2820010900	73	0.10%	94.43%			58.3%
105	KOOL MILDS M 85 BX	G	27200G038A	72	0.10%	94.53%			25.0%
106	DUNHILL MENTHOL BX		1376000112	71	0.10%	94.63%			58.3%
107	MARLBORO F 85 BX	N	28200N1CG4	66	0.09%	94.72%			16.6%
108	V SLIMS LT120 BX		2820011610	64	0.09%	94.81%			58.3%
109	VICEROY F85 SP		2720001263	63	0.09%	94.90%			33.3%
110	GPC APR FF 100 BX		7592605035	63	0.09%	94.99%			41.6%
111	DUNHILL 100 M B		1376000122	62	0.09%	95.08%			33.3%
112	TRUE M 100		2610000297	62	0.09%	95.17%			41.6%
113	PARLIAMENT L85SP		2820010040	61	0.09%	95.26%			25.0%
114	PLAYERS M 85 BX		2820011180	59	0.08%	95.34%			16.6%
115	KENT III U100 SP		2610000177	58	0.08%	95.42%			66.6%
116	MERIT ULTIMA 100 B		2820012880	58	0.08%	95.50%			50.0%
117	DUNHILL 100 BX		1376000119	57	0.08%	95.58%			33.3%
118	MARLBORO F 100SP		2820010480	57	0.08%	95.66%			25.0%
119	MARL MED F85 SP		2820012710	57	0.08%	95.74%			50.0%
120	STATE EXP-ALL STYL		7771000013	55	0.08%	95.82%			16.6%
121	V SLIMS LM120 BX		2820011620	54	0.08%	95.90%			33.3%
122	CAPRI TRIM F120 BX		2720001116	54	0.08%	95.98%			75.0%
123	MERIT ULTIMA 85 SP		2820012870	54	0.08%	96.06%			58.3%
124	MARLBORO LT85 BX	N	28200N1EHG	54	0.08%	96.14%			16.6%
125	NOW F 100 SP		1230019013	47	0.07%	96.21%			41.6%
126	MISTY SLM F M 100B		2040005258	47	0.07%	96.28%			25.0%
127	BARCLAY F 85 BX		2720001111	46	0.07%	96.35%			25.0%
128	BELAIR M 85 (FP)		2720001110	45	0.06%	96.41%			8.3%
129	MERIT M 85		2820010720	45	0.06%	96.47%			41.6%
130	CAMEL U LT F 85 SP		1230021413	43	0.06%	96.53%			25.0%
131	NEWPORT LM100 SP		2610000377	40	0.06%	96.59%			50.0%
132	MISTY SL LT 100BX		4330005108	39	0.06%	96.65%			41.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3210

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
133	SHRMN MCD 100 B BN		5054576491	38	0.05%	96.70%			16.6%
134	VANTAGE F 100		1230013113	38	0.05%	96.75%			50.0%
135	TAREYTON F 100		4330007538	37	0.05%	96.80%			41.6%
136	RED KAMEL FF 83 BX		1230015413	37	0.05%	96.85%			41.6%
137	KENT GLD LT100SP		2610000537	36	0.05%	96.90%			41.6%
138	NOW M 85 SP		1230013913	35	0.05%	96.95%			33.3%
139	NEWPORT LM85 SP		2610000337	35	0.05%	97.00%			50.0%
140	MERIT ULT M100		2820011040	34	0.05%	97.05%			41.6%
141	MARL L M 100BX		2820011566	34	0.05%	97.10%			50.0%
142	MISTY ULT M 100 BX		2040005268	34	0.05%	97.15%			16.6%
143	RED KAMEL LT 83 BX		1230017713	33	0.05%	97.20%			25.0%
144	TRUE F 80 BX		2610080624	32	0.05%	97.25%			41.6%
145	CAMEL U LT F 85 B		1230021513	32	0.05%	97.30%			33.3%
146	CAPRI TRIM ULT100		2720003250	32	0.05%	97.35%			41.6%
147	B&H LT M 100 B-TMP		2820010910	31	0.04%	97.39%			25.0%
148	MISTY SL LT M100B		4330005208	31	0.04%	97.43%			41.6%
149	CHESTERFLD NF 70		1100011308	30	0.04%	97.47%			25.0%
150	MORE LT M 100 BX		1230016113	30	0.04%	97.51%			25.0%
151	MISTY SLM FF 100 B		2040005158	29	0.04%	97.55%			25.0%
152	BARCLAY F 85 SP(1)		2720001112	28	0.04%	97.59%			41.6%
153	SALEM GOLD M 83 BX		1230010813	28	0.04%	97.63%			41.6%
154	DUNHILL MLD 100 B		1376000121	28	0.04%	97.67%			25.0%
155	KENT F 85 BX		2610000457	28	0.04%	97.71%			33.3%
156	CAPRI TRIM M120 BX		2720001117	28	0.04%	97.75%			75.0%
157	B&H DLX UL100B	U	28200U1G4C	28	0.04%	97.79%			16.6%
158	PARLIAMENT LM KG B	J	28200J24B2	27	0.04%	97.83%			8.3%
159	GPC MED FF 85 B		2720002385	26	0.04%	97.87%			41.6%
160	NOW M 100 SP		1230019213	25	0.04%	97.91%			16.6%
161	KOOL MILD M 100 BX	G	27200G037G	25	0.04%	97.95%			8.3%
162	DUNHILL LT 85 BX		1376000118	24	0.03%	97.98%			16.6%
163	MAX F 120		2610000387	24	0.03%	98.01%			8.3%
164	GPC MED FF 100 B		2720002389	24	0.03%	98.04%			41.6%
165	MARL LT 100 BX	N	28200N1D82	24	0.03%	98.07%			8.3%
166	CAMEL WIDES LT F B		1230070813	24	0.03%	98.10%			25.0%
167	KOOL LTS M 100		2720001132	24	0.03%	98.13%			41.6%
168	VANTAGE UL F 100 B		1230070613	23	0.03%	98.16%			58.3%
169	KOOL MILDS M 100		2720001128	23	0.03%	98.19%			50.0%
170	MARL LT M 85 SP		2820011580	23	0.03%	98.22%			41.6%
171	GPC APR FF 85 SP		7592605019	23	0.03%	98.25%			25.0%
172	TRUE F 100 BX		2610080614	22	0.03%	98.28%			16.6%
173	CHESTERFLD NF 85		1100011608	22	0.03%	98.31%			16.6%
174	MARL LT M 100 SP		2820011570	21	0.03%	98.34%			25.0%
175	MERIT ULTIMA 100 S		2820012890	21	0.03%	98.37%			41.6%
176	MISTY ULT 100 BX		2040005168	20	0.03%	98.40%			25.0%

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RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
177	MILD SEVEN F KG		7694019960	20	0.03%	98.43%			33.3%
178	EXPORT A LF71B(25)		1230009405	20	0.03%	98.46%			16.6%
179	KOOL ULT M 85		2720001135	20	0.03%	98.49%			41.6%
180	B&H DLX ULM100BX	U	28200U1G54	20	0.03%	98.52%			16.6%
181	PLAYERS F 85 BX		2820011160	19	0.03%	98.55%			50.0%
182	PALL MALL GLD F100		4330006538	19	0.03%	98.58%			33.3%
183	SAMPOERNA-ALL STYL		8739300913	19	0.03%	98.61%			16.6%
184	V SLIMS SS UF100B		2820012100	19	0.03%	98.64%			33.3%
185	GPC APR LT 85 BX		7592605033	19	0.03%	98.67%			33.3%
186	JAKARTA-ALL STYLES		7770207013	18	0.03%	98.70%			8.3%
187	WINSTON ULT F 85		1230011713	17	0.02%	98.72%			41.6%
188	KOOL M 85 BX	U	27200U0382	17	0.02%	98.74%			8.3%
189	L&M F 100		1100016008	17	0.02%	98.76%			8.3%
190	CAPRI TRIM UM100		2720003251	17	0.02%	98.78%			33.3%
191	MERIT M 100		2820010770	17	0.02%	98.80%			33.3%
192	PALL MALL RED F 85		4330006618	17	0.02%	98.82%			50.0%
193	GPC APR FFM85 SP		7592605025	17	0.02%	98.84%			25.0%
194	MILD SEVEN LT KG B		7694019966	17	0.02%	98.86%			25.0%
195	EXP A MED 71B(25)		1230009593	17	0.02%	98.88%			16.6%
196	CAMEL WIDES F BX		1230070713	17	0.02%	98.90%			25.0%
197	KOOL ULT M 100		2720001137	17	0.02%	98.92%			25.0%
198	CAMEL LT F 100		1230010513	16	0.02%	98.94%			41.6%
199	SARATOGA F 120BX		2820010080	15	0.02%	98.96%			16.6%
200	CAMEL SPL LT 85 BX		1230066613	15	0.02%	98.98%			33.3%
201	NEWPORT M 100 SP	U	26100U011F	15	0.02%	99.00%			8.3%
202	GPC APR LT 100 SP		7592600251	15	0.02%	99.02%			25.0%
203	V SLIMS SS UM100B		2820012110	15	0.02%	99.04%			25.0%
204	GPC APR LT 85 SP		7592600173	15	0.02%	99.06%			16.6%
205	GPC APR LT 100 BX		7592605037	15	0.02%	99.08%			33.3%
206	KOOL MILD M 100 BX		2720001114	14	0.02%	99.10%			8.3%
207	GPC APR FF 100 SP		7592605021	14	0.02%	99.12%			16.6%
208	DUNHILL M MLD BX		1376000114	14	0.02%	99.14%			41.6%
209	BELAIR M 100 (FP)		2720001115	14	0.02%	99.16%			8.3%
210	PARLIAMENT LM 100B		2820013170	14	0.02%	99.18%			33.3%
211	GPC APR LM100 SP		7592600255	14	0.02%	99.20%			33.3%
212	LARK F 85		1100014108	13	0.02%	99.22%			25.0%
213	GPC APR FFM100 SP		7592605027	13	0.02%	99.24%			25.0%
214	WINSTON L F 100 B		1230015913	13	0.02%	99.26%			33.3%
215	ROTHMN SP MDF85B25		1376000126	13	0.02%	99.28%			16.6%
216	RICHLAND F100(20)		2720001192	12	0.02%	99.30%			16.6%
217	MARL MED F85BX	N	28200N233A	12	0.02%	99.32%			8.3%
218	AMER SPIRIT M 85 B		4799500008	12	0.02%	99.34%			16.6%
219	GPC APR LM85 SP		7592600253	12	0.02%	99.36%			25.0%
220	GPC APR ULT 85 SP		7592600237	12	0.02%	99.38%			33.3%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
221	CARLTON M 100 BX		4330002058	11	0.02%	99.40%			41.6%
222	MILD SEVEN SUPR LT		7788019975	11	0.02%	99.42%			33.3%
223	EXPORT A F71B(25)		1230009104	11	0.02%	99.44%			25.0%
224	MORE LT F 100 BX		1230015613	11	0.02%	99.46%			16.6%
225	NEWP STRIPE M100B		2610080254	10	0.01%	99.47%			8.3%
226	CAMEL F 85 HP	I	12300I1DEH	10	0.01%	99.48%			16.6%
227	EXP A EX L 71B(25)		1230009431	10	0.01%	99.49%			25.0%
228	B&H DLX F 85 BX		2820010070	10	0.01%	99.50%			16.6%
229	GPC APR ULT100 SP		7592600257	10	0.01%	99.51%			33.3%
230	MILD SEVEN LT KG		7694019964	9	0.01%	99.52%			25.0%
231	CAMEL LT F 85 HP	I	12300I1F13	9	0.01%	99.53%			8.3%
232	VANTAGE ULT F 85		1230013313	9	0.01%	99.54%			25.0%
233	PARLIAMENT L85SP	J	28200J1CHE	9	0.01%	99.55%			8.3%
234	L&M F 85 SP	C	11000C2B48	8	0.01%	99.56%			8.3%
235	SALEM LT M 100 BX		1230017213	8	0.01%	99.57%			16.6%
236	MORE WHITE L F 120		1230025113	8	0.01%	99.58%			8.3%
237	MARLBORO M 85 SP		2820010216	8	0.01%	99.59%			8.3%
238	VANTAGE M 85		1230013213	8	0.01%	99.60%			25.0%
239	MORE WHITE L M 120		1230025213	7	0.01%	99.61%			8.3%
240	BARCLAY F 100(1)		2720001113	7	0.01%	99.62%			33.3%
241	SHRMN NAT CLASS CB		5054560120	7	0.01%	99.63%			8.3%
242	GAULOISE CPRL KSF		2581719152	7	0.01%	99.64%			8.3%
243	SARATOGA M 120BX		2820010130	7	0.01%	99.65%			16.6%
244	CHESTERFLD NF 70	C	11000C1GG4	6	0.01%	99.66%			8.3%
245	EXPORT A U 71B(25)		1230009117	6	0.01%	99.67%			16.6%
246	RALEIGH F 85		2720001140	6	0.01%	99.68%			8.3%
247	MERIT F 85 BX	J	28200J1GA4	6	0.01%	99.69%			8.3%
248	PARLIAMENT L85B	P	28200P1D06	6	0.01%	99.70%			8.3%
249	L&M F 85 SP		1100015308	6	0.01%	99.71%			50.0%
250	GITANES-ALL STYLES		7770300213	6	0.01%	99.72%			8.3%
251	CHESTERFLD NF 85	C	11000C1HEG	5	0.01%	99.73%			8.3%
252	DORAL 85 B DSCT		1230084013	5	0.01%	99.74%			8.3%
253	PLYRS NVYCT F 85 B		2820013130	5	0.01%	99.75%			25.0%
254	PLAYERS MED REG		2820015710	5	0.01%	99.76%			8.3%
255	TAREYTON LTS F 100		4330007568	5	0.01%	99.77%			16.6%
256	CAMEL SPL LT 85		1230066513	5	0.01%	99.78%			25.0%
257	CARLTON F 120		4330002108	5	0.01%	99.79%			8.3%
258	STATE EXP-ALL STYL		7771000013	5	0.01%	99.80%			8.3%
259	CHESTERFLD NF 70	B	11000B1GG4	4	0.01%	99.81%			8.3%
260	L&M F 85 SP	B	11000B2B48	4	0.01%	99.82%			8.3%
261	CAMEL ULT 100 BX		1230021213	4	0.01%	99.83%			16.6%
262	VICEROY F100 SP		2720001264	4	0.01%	99.84%			16.6%
263	B&H F 100 SP	P	28200P1E1E	4	0.01%	99.85%			8.3%
264	EVE ULT M 120 BX		1100012708	3		99.85%			16.6%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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++ TOTAL STORES ++ ++ P E R I O D 2 ++
PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
265	WINSTON F 85 BX	P	12300P1GAH	3		99.85%			8.3%
266	WINSTON LT F 85 BX	P	12300P20DF	3		99.85%			8.3%
267	NOW F 85 BX		1230013713	3		99.85%			16.6%
268	DORAL F 85 SP		1230016613	3		99.85%			16.6%
269	CAMEL M 83 BX		1230019313	3		99.85%			16.6%
270	CAMEL M LT83 BX		1230019413	3		99.85%			8.3%
271	KENT GLD LT 85 BX		2610080474	3		99.85%			16.6%
272	KOOL NF M 70		2720001130	3		99.85%			8.3%
273	CARLTON M 85 BX		2720002369	3		99.85%			8.3%
274	PARLIAMENT LM KG B	A	28200A24B2	3		99.85%			8.3%
275	B&H F 100 SP	J	28200J1E1E	3		99.85%			8.3%
276	B&H M 100 SP	J	28200J1E39	3		99.85%			8.3%
277	B&H LT M 100 SP	J	28200J1E88	3		99.85%			8.3%
278	B&H LT F 100 BX	J	28200J1FBA	3		99.85%			8.3%
279	MERIT F 85 SP	J	28200J1F10	3		99.85%			8.3%
280	MERIT F 100	J	28200J1F3E	3		99.85%			8.3%
281	B&H DLX ULM100BX	J	28200J1G54	3		99.85%			8.3%
282	MARLBORO F 85 BX	P	28200P1CG4	3		99.85%			8.3%
283	MARLBORO LT85 BX	P	28200P1EHG	3		99.85%			8.3%
284	PLAYERS F 100 BX		2820011170	3		99.85%			16.6%
285	PLYRS NVYCT LF 85B		2820013120	3		99.85%			8.3%
286	AMER SPIRIT NF KS		4799500019	3		99.85%			8.3%
287	GPC APR NF 85 SP		7592605028	3		99.85%			16.6%
288	GAULOISE-ALL STYLS		7770300113	3		99.85%			8.3%
289	CHESTERFLD NF 85	B	11000B1HEG	2		99.85%			8.3%
290	LARK F 85	B	11000B279E	2		99.85%			8.3%
291	LARK F 85	C	11000C279E	2		99.85%			8.3%
292	EVE LT F 120 BX		1100012808	2		99.85%			16.6%
293	WINSTON F 85 SP	I	12300I1FHF	2		99.85%			8.3%
294	WINSTON LT F 85 BX	I	12300I20DF	2		99.85%			8.3%
295	CAMEL F 85 HP	P	12300P1DEH	2		99.85%			8.3%
296	CAMEL LT F 85 HP	P	12300P1F13	2		99.85%			8.3%
297	CAMEL M 83 BX	P	12300P35AH	2		99.85%			8.3%
298	CAMEL M LT83 BX	P	12300P35G9	2		99.85%			8.3%
299	WINSTON ULT F 100		1230011813	2		99.85%			16.6%
300	SALEM SLD KSF M B		1230017513	2		99.85%			8.3%
301	WINSTON ULT F 100B		1230070413	2		99.85%			8.3%
302	WIN SEL F 85		1230070913	2		99.85%			8.3%
303	DUNHILL SPC R K B		1376000117	2		99.85%			8.3%
304	ROTHMAN-MSC STYLES		1376003013	2		99.85%			8.3%
305	NEWPORT SL L M100B		2610080224	2		99.85%			8.3%
306	B&H LT F 100 SP	P	28200P1E7G	2		99.85%			8.3%
307	B&H DLX UL100B	P	28200P1G4C	2		99.85%			8.3%
308	PARLIAMENT LM KG B	P	28200P24B2	2		99.85%			8.3%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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PRD 2: 12 01/01/97 - 12/31/97 *** RATIO 1.5 ***

RNK	BRAND STYLE		UPC CODE	#CTNS	SHARE	CUM %	AVG.INV REQ'D	AVG.#SHELF ROWS REQ'D	% STORES SHIPPED
309	PLAYERS NF70B NVY		2820010221	2		99.85%			8.3%
310	SHRMN NAT CLSS LT		5054568120	2		99.85%			8.3%
311	SHRMN MCD LT 100 B		5054576552	2		99.85%			8.3%
312	DORAL FF 100 BX	J	12300J3E2C	1		99.85%			8.3%
313	DORAL LT 100 BX	J	12300J3E2F	1		99.85%			8.3%
314	EVE ULT F 120 BX		1100012608	1		99.85%			8.3%
315	EVE LT M 120 BX		1100012908	1		99.85%			8.3%
316	LARK F 100		1100014208	1		99.85%			8.3%
317	SALEM LT M 85	E	12300E225B	1		99.85%			8.3%
318	SALEM SLD 100 M B	E	12300E4255	1		99.85%			8.3%
319	CAMEL M 83 BX	I	12300I35AH	1		99.85%			8.3%
320	WINSTON F 85 SP	P	12300P1FHP	1		99.85%			8.3%
321	WINSTON LT F 85 SP	P	12300P1G57	1		99.85%			8.3%
322	DORAL F 100	P	12300P2B4D	1		99.85%			8.3%
323	VANTAGE M 100		1230013413	1		99.85%			8.3%
324	VANTAGE ULT F 100		1230013513	1		99.85%			8.3%
325	NOW F 100 BX		1230014613	1		99.85%			8.3%
326	CAMEL SPL LT 100 B		1230066713	1		99.85%			8.3%
327	MISTY SLM LT 120 B		2040005038	1		99.85%			8.3%
328	MISTY SLM L M 120B		2040005358	1		99.85%			8.3%
329	MAX M 120		2610000397	1		99.85%			8.3%
330	MARL LT 100 BX	P	28200P1D82	1		99.85%			8.3%
331	MARL MED F85BX	P	28200P233A	1		99.85%			8.3%
332	MARL MED F100 SP		2820012750	1		99.85%			8.3%
333	BASIC FF 85		2820016210	1		99.85%			8.3%
334	SHRMN HNT/MNT BRNF		5054575181	1		99.85%			8.3%
335	GPC APR ULT M 85		7592605047	1		99.85%			8.3%
336	GPC APR ULT M 100		7592605049	1		99.85%			8.3%
337	DE MAURIER-ALL STY		7770301113	1		99.85%			8.3%
338	SAMPOERNA EX FF85S		8739300007	1		99.85%			8.3%
339	L&M F 85 BX		1100015608	1		99.85%			8.3%
340	DORAL LT F 100	J	12300J2AH3	-3		99.85%			16.6%
341	DORAL F 100	J	12300J2B4D	-4	0.01%	99.84%			16.6%
342	DORAL LT F 85	J	12300J2ABB	-5	0.01%	99.83%			8.3%
343	DORAL F 85 SP	J	12300J2F4H	-5	0.01%	99.82%			8.3%
344	MONARCH FF 100		1230022813	-19	0.03%	99.79%			8.3%

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

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++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
R.J. REYNOLDS			42	4.91%	42	4.91
PHILIP MORRIS			293	34.30%	293	34.30
LORILLARD			15	1.75%	15	1.75
LIGGETT & MYERS			33	3.86%	33	3.86
B.A.T.			471	55.15%	471	55.15
-INDUSTRY FULL PRICE			854	101.42%	854	
BRANDED SAVINGS						
R.J. REYNOLDS			-12	100.00%	-12	100.00
-INDUSTRY BRANDED SAVINGS			-12	1.42%	-12	
-INDUSTRY						
-INDUSTRY- TOTAL			842	100.00%	842	
COMBINED TOTALS						
R.J. REYNOLDS			30	3.56	30	3.56
PHILIP MORRIS			293	34.79	293	34.79
LORILLARD			15	1.78	15	1.78
LIGGETT & MYERS			33	3.91	33	3.91
B.A.T.			471	55.93	471	55.93
-COMBINED- INDUSTRY			842	100.00%	842	

51851 3216

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100 BX	G	9999999999			75		75
KOOL M 85 BX	G	9999999999			283		283
KOOL M 85 BX	U	9999999999			17		17
KOOL MILD M 100 BX	G	9999999999			25		25
KOOL MILDS M 85 BX	G	9999999999			72		72
TOTAL KOOL					472	26.88%	472
TOTAL B&W FULL PRICE					472	11.18%	472
TOTAL B.A.T.					472	9.69%	472
CHESTERFLD NF 70	B	9999999999			4		4
CHESTERFLD NF 70	C	9999999999			6		6
CHESTERFLD NF 85	B	9999999999			2		2
CHESTERFLD NF 85	C	9999999999			5		5
TOTAL CHESTERFIELD					17	24.71%	17
L&M F 85 SP	B	9999999999			4		4
L&M F 85 SP	C	9999999999			8		8
TOTAL L&M					12	34.09%	12
LARK F 85	B	9999999999			2		2
LARK F 85	C	9999999999			2		2
TOTAL LARK					4	21.98%	4
TOTAL L&M FULL PRICE					33	25.54%	33
TOTAL LIGGETT & MYERS					33	25.54%	33
NEWPORT M 100 SP	U	9999999999			15		15
TOTAL NEWPORT					15	0.15%	15
TOTAL LOR FULL PRICE					15	0.13%	15
TOTAL LORILLARD					15	0.13%	15
B&H DLX ULM100BX	J	9999999999			3		3
B&H DLX ULM100BX	U	9999999999			20		20
B&H DLX UL100B	P	9999999999			2		2
B&H DLX UL100B	U	9999999999			28		28
B&H F 100 SP	J	9999999999			3		3
B&H F 100 SP	P	9999999999			4		4
B&H LT F 100 BX	J	9999999999			3		3
B&H LT F 100 SP	P	9999999999			2		2

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 3217

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 12 NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
B&H LT M 100 SP	J	9999999999			3		3
B&H M 100 SP	J	9999999999			3		3
TOTAL BENSON & HEDGES					71	3.23%	71
MERIT F 100	J	9999999999			3		3
MERIT F 85 BX	J	9999999999			6		6
MERIT F 85 SP	J	9999999999			3		3
TOTAL MERIT					12	0.33%	12
MARL LT 100 BX	N	9999999999			24		24
MARL LT 100 BX	P	9999999999			1		1
MARL MED F85BX	N	9999999999			12		12
MARL MED F85BX	P	9999999999			1		1
MARLBORO F 85 BX	N	9999999999			66		66
MARLBORO F 85 BX	P	9999999999			3		3
MARLBORO LT85 BX	N	9999999999			54		54
MARLBORO LT85 BX	P	9999999999			3		3
TOTAL MARLBORO					164	0.54%	164
PARLIAMENT LM KG B	A	9999999999			3		3
PARLIAMENT LM KG B	J	9999999999			27		27
PARLIAMENT LM KG B	P	9999999999			2		2
PARLIAMENT L85B	P	9999999999			6		6
PARLIAMENT L85SP	J	9999999999			9		9
TOTAL PARLIAMENT					47	0.89%	47
TOTAL PM FULL PRICE					294	0.68%	294
TOTAL PHILIP MORRIS					294	0.68%	294
CAMEL F 85 HP	I	9999999999			10		10
CAMEL F 85 HP	P	9999999999			2		2
CAMEL LT F 85 HP	I	9999999999			9		9
CAMEL LT F 85 HP	P	9999999999			2		2
CAMEL M LT83 BX	P	9999999999			2		2
CAMEL M 83 BX	I	9999999999			1		1
CAMEL M 83 BX	P	9999999999			2		2
TOTAL CAMEL XREG					28	0.89%	28
TOTAL CAMEL					28	0.89%	28

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 3218

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++			++ P E R I O D 1 ++		++ P E R I O D 2 ++		
PRD 1:	PRD 2: 12		NO.DATA. - NO.DATA.		01/01/97 - 12/31/97		
PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
SALEM LT M 85	E	9999999999			1		1
SALEM SLD 100 M B	E	9999999999			1		1
TOTAL SALEM					2	0.09%	2
WINSTON F 85 BX	P	9999999999			3		3
WINSTON F 85 SP	I	9999999999			2		2
WINSTON F 85 SP	P	9999999999			1		1
WINSTON LT F 85 BX	I	9999999999			2		2
WINSTON LT F 85 BX	P	9999999999			3		3
WINSTON LT F 85 SP	P	9999999999			1		1
TOTAL WINSTON XSEL					12	0.60%	12
TOTAL WINSTON					12	0.60%	12
TOTAL RJR FULL PRICE					42	0.48%	42
DORAL F 100	J	9999999999			-4		4
DORAL F 100	P	9999999999			1		1
DORAL F 85 SP	J	9999999999			-5		5
DORAL FF 100 BX	J	9999999999			1		1
DORAL LT F 100	J	9999999999			-3		3
DORAL LT F 85	J	9999999999			-5		5
DORAL LT 100 BX	J	9999999999			1		1
TOTAL DORAL					-14		-14
TOTAL RJR BRANDED SAVINGS					-14		-14
TOTAL R.J. REYNOLDS					28	0.32%	28

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

51851 3219

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS STANDS .

++ TOTAL STORES ++
PRD 1: PRD 2: 12

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 01/01/97 - 12/31/97

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY				842	1.20%	842

51851 3220

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

RJR Account Analysis
For RJR Internal Use ONLY

Hudson News
Tobacco/News
Chain ID: 3407-00-00
# of Stores: 13

RJR Responsibility: Nick Kuruc

AIM Data

Industry	*1st Qtr 98* Carton Volume	SOM	*2nd Qtr 98* Carton Volume	SOM	Diff vs. Prev.	*3rd Qtr 98* Carton Volume	SOM	Diff vs. Prev.	*4th Qtr 98* Carton Volume	SOM	Diff vs. Prev.
Full Price	19,979	99.46%									
Brd. Savings	109	0.54%									
PL/BW											
Total Savings	*109*	*0.54%*									
Total	20,088	100.00%									
RJR		SOC		SOC			SOC			SOC	
RJR Full Price	2,541	12.72%									
RJR Brd Sav	4	3.67%									
RJR PL/BW											
RJR Tot Savings	*4*	*3.67%*									
		SOM		SOM			SOM			SOM	
Total RJR	2,545	12.67%									
Camel Ex Reg	975	4.85%									
Winston	588	2.93%									
Doral	4	0.02%									
Salem	661	3.29%									
Marlboro	8,907	44.34%									
Newport	2,818	14.03%									
Basic	5	0.02%									
GPC	45	0.22%									
Monarch											
Kool	552	2.75%									

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1st Qtr 98	120	15	13
2nd Qtr 98			
3rd Qtr 98			
4th Qtr 98			

RJR Profitability

	1st Qtr 98	2nd Qtr 98	3rd Qtr 98	4th Qtr 98
Contract Cost / Ctns				
Promotional Cost / Ctns				
Total Cost per Carton				
Profit per Carton	***$6.33***			
Total RJR Net Profit $	**$16,110**			

Current Situation

No contracts due to extremely low volume. Pack contracts with PM and BAT. Both Companies have minimal presence.

Goals for Account

	Base YTD		*Diff.*
RJR Full Price SOM	12.45%	12.71%	+0.26%
RJR Share of Savings		3.66%	+3.66%
Total RJR SOM	12.31%	12.66%	+0.35%
Camel Ex Reg SOM	4.47%	4.85%	+0.38%
Doral SOM		0.10%	+0.10%

51851 3221

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

RJR Account Analysis
For RJR Internal Use Only

Hudson News
Tobacco/News
Chain ID: 3407-00-00
# of Stores: 13

1st Qtr 98
Action Plan:

Results:

2nd Qtr 98
Action Plan:

Results:

3rd Qtr 98
Action Plan:

Results:

4th Qtr 98
Action Plan:

Results:

51851 3222

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

RJR Account Analysis
For RJR Internal Use ONLY

Hudson News
Tobacco/News
Chain ID: 3407-00-00
# of Stores: 12

RJR Responsibility: Nick Kuruc

AIM Data

Industry	1997 Carton Volume	1997 SOM	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.	Carton Volume	SOM	Diff vs. Prev.
Full Price	69,670	99.11%									
Brd. Savings	628	0.89%									
PL/BW											
Total Savings	*628*	*0.89%*									
Total	70,298	100.00%									
RJR		**SOC**		**SOC**			**SOC**			**SOC**	
RJR Full Price	8,677	12.45%									
RJR Brd.Sav											
RJR PL/BW											
RJR Tot Savings											
		SOM		**SOM**			**SOM**			**SOM**	
Total RJR	**8,677**	**12.34%**									
Camel Ex Reg	3,144	4.47%									
Winston	2,015	2.87%									
Doral											
Salem	2,217	3.15%									
Marlboro	30,452	43.32%									
Newport	9,722	13.83%									
Basic	1	0.00%									
GPC	370	0.53%									
Monarch											
Kool	1,756	2.50%									

AIM Data

Avg Wkly Cartons/Per Store

	Industry	RJR	# of Stores
1997	112	14	12

RJR Profitability

	1997
Contract Cost / Ctns	
Promotional Cost / Ctns	
Total Cost per Carton	
Profit per Carton	***$6.34***
Total RJR Net Profit $	**$55,012**

Current Situation

No contracts due to extremely low volume. Pack contracts with PM and BAT. Both Companies have minimal presence.

Goals for Account

	Base YTD	*Diff.*
RJR Full Price SOM	12.45%	-12.45%
RJR Share of Savings		
Total RJR SOM	12.31%	-12.31%
Camel Ex Reg SOM	4.47%	-4.47%
Doral SOM		

51851 3223

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

REPORT PARAMETERS:
REPORT TYPE: BY CHAIN: HUDSON NEWS
ROUTE TO: DM1240 PRINTER:

2ND.PERIOD DATES: 1998/01/01 - 1998/03/31 ELAPSED DAYS: 90
1ST.PERIOD DATES: / / - / / ELAPSED DAYS: 0

SALES LEVEL: ACCESS 9999 UPDATE

REPORTS: RPT
SEL REPORT DESCRIPTION

X (1) COMPANY SUMMARY BY TIER
X (2) BRAND FAMILY SUMMARY
(3) BRAND DETAIL
(4) BRAND DETAIL BY STORE
(5) BRAND SHARE RANKING - INDUSTRY
(6) BRAND SHARE RANKING - STORE
(7) BRAND SHARE RANKING - TIER
(8) SHARE RANK W/I STORE BY TIER
(9) COMPANY SUMMARY BY TIER BY STORE
(10) BRAND FAMILY SUMMARY BY STORE

OVER RIDE TIER	OVER RIDE SEG	BRAND DESCRIPTION

OVER RIDE	TIER DESCRIPTION
1	FULL PRICE
2	BRANDED SAVINGS
3	PL/BLK & WHT

SOURCE: WAREHOUSE
LEVEL: ACCOUNT STORE
TRADE CLASS:

2 SALES LEVEL:
CHAIN: 34070000
RETAIL: ZIPCODE:
STATE: CITY: COUNTY:
RPT.CARTONS: YES RPT.PACKS: YES LIST PRORATES: NO INV.RATIO: 1.5

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***                                                                     ***
***  Distribution of printed reports from AIM is prohibited unless      ***
***  authorization is obtained from R.J. Reynolds Tobacco Company.      ***
**************************************************************************
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REPORT MESSAGES:

51851 3224

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 13 NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
OTHER MISC MANUFTURS			460	2.30%	460	2.30	0/100	
R.J. REYNOLDS			2541	12.71%	2541	12.71	0/100	
PHILIP MORRIS			12571	62.92%	12571	62.92	0/100	
LORILLARD			3234	16.18%	3234	16.18	0/100	
LIGGETT & MYERS			34	0.17%	34	0.17	0/100	
B.A.T.			1139	5.70%	1139	5.70	0/100	
-INDUSTRY FULL PRICE			19979	99.45%	19979		0/100	
BRANDED SAVINGS								
R.J. REYNOLDS			4	3.66%	4	3.66	0/100	
PHILIP MORRIS			6	5.50%	6	5.50	0/100	
B.A.T.			99	90.82%	99	90.82	0/100	
-INDUSTRY BRANDED SAVINGS			109	0.54%	109		0/100	
- INDUSTRY- SAVINGS			109	0.54%	109		0/100	
-INDUSTRY- TOTAL			20088	100.00%	20088		0/100	
COMBINED TOTALS(ALL BRANDS)								
OTHER MISC MANUFTURS			460	2.28%	460	2.28	0/100	
R.J. REYNOLDS			2545	12.66%	2545	12.66	0/100	
PHILIP MORRIS			12577	62.60%	12577	62.60	0/100	
LORILLARD			3234	16.09%	3234	16.09	0/100	
LIGGETT & MYERS			34	0.16%	34	0.16	0/100	
B.A.T.			1237	6.15%	1237	6.15	0/100	
-COMBINED- INDUSTRY			20088	100.00%	20088		0/100	

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3225

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 13 NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

** BRAND SUMMARY **	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOT ROTHMAN			56	0.28%	56	0.28		
TOT STATE EXPRESS			10	0.05%	10	0.05		
TOT MILD SEVEN			17	0.08%	17	0.08		
TOT CIGARETTELLO			2	0.01%	2	0.01		
TOT M C D			14	0.07%	14	0.07		
TOT NAT SHERMAN CL			3	0.01%	3	0.01		
TOT JAKARTA			5	0.02%	5	0.02		
TOT DJARUM			30	0.15%	30	0.15		
TOT GAULOISE			2	0.01%	2	0.01		
TOT AMERICAN SPIRI			126	0.63%	126	0.63		
TOT DUNHILL			190	0.95%	190	0.95		
TOT SAMPOERNA			4	0.02%	4	0.02		
TOT GITANES								
TOTAL OTH FULL PRICE			460	2.29%	460	2.29		
TOTAL OTHER MISC MANUFTURS			460	2.29%	460	2.29		
TOT CAMEL REG			100	0.50%	100	0.50		
TOT CAMEL XREG			975	4.85%	975	4.85		
TOT CAMEL			1075	5.35%	1075	5.35		
TOT MORE			48	0.24%	48	0.24		
TOT NOW			47	0.23%	47	0.23		
TOT SALEM			661	3.29%	661	3.29		
TOT VANTAGE			108	0.54%	108	0.54		
TOT WINSTON XSEL			588	2.93%	588	2.93		
TOT WINSTON			588	2.93%	588	2.93		
TOT EXPORT A			14	0.07%	14	0.07		
TOTAL RJR FULL PRICE			2541	12.65%	2541	12.65		
TOT DORAL			4	0.02%	4	0.02		
TOTAL RJR BRANDED SAVINGS			4	0.02%	4	0.02		
TOTAL R.J. REYNOLDS			2545	12.67%	2545	12.67		
TOT BENSON & HEDGE			535	2.66%	535	2.66		
TOT MERIT			1055	5.25%	1055	5.25		
TOT MARLBORO			8907	44.34%	8907	44.34		
TOT PARLIAMENT			1606	7.99%	1606	7.99		
TOT COMMANDER			1		1			
TOT SARATOGA			3	0.01%	3	0.01		
TOT VIRGINIA SLIMS			445	2.22%	445	2.22		
TOT PLAYERS (20)			19	0.09%	19	0.09		

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3226

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 13 NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

FULL PRICE	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PER 2 PK/CT RATIO	PER 1 PK/CT RATIO
TOTAL PM FULL PRICE			12571	62.58%	12571	62.58		
TOT BASIC			5	0.02%	5	0.02		
TOT CAMBRIDGE			1		1			
TOTAL PM BRANDED SAVINGS			6	0.03%	6	0.03		
TOTAL PHILIP MORRIS			12577	62.61%	12577	62.61		
TOT KENT			177	0.88%	177	0.88		
TOT MAX			6	0.03%	6	0.03		
TOT NEWPORT			2818	14.03%	2818	14.03		
TOT TRUE			232	1.15%	232	1.15		
TOTAL LOR FULL PRICE			3234	16.10%	3234	16.10		
TOTAL LORILLARD			3234	16.10%	3234	16.10		
TOT CHESTERFIELD			21	0.10%	21	0.10		
TOT L&M			12	0.06%	12	0.06		
TOT LARK			1		1			
TOTAL L&M FULL PRICE			34	0.17%	34	0.17		
TOTAL LIGGETT & MYERS			34	0.17%	34	0.17		
TOT CARLTON			219	1.09%	219	1.09		
TOT PALL MALL			51	0.25%	51	0.25		
TOT TAREYTON			27	0.13%	27	0.13		
TOT BELAIR			12	0.06%	12	0.06		
TOT CAPRI TRIM			153	0.76%	153	0.76		
TOT KOOL			552	2.75%	552	2.75		
TOT LUCKY STRIKE			105	0.52%	105	0.52		
TOT RALEIGH			1		1			
TOT BARCLAY			20	0.10%	20	0.10		
TOTAL B&W FULL PRICE			1139	5.67%	1139	5.67		
TOT MISTY			41	0.20%	41	0.20		
TOT GPC APR			45	0.22%	45	0.22		
TOT RICHLAND(20)			1		1			
TOT VICEROY (G)			11	0.05%	11	0.05		
TOTAL B&W BRANDED SAVINGS			99	0.49%	99	0.49		
TOTAL B.A.T.			1237	6.16%	1237	6.16		
-INDUSTRY- TOTAL			20088	100.00%	20088		0/100	

COMBINED TOTALS(ALL BRANDS)

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **

51851 3227

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

CA:1530B5 1 RJRT CUSTOMER ACCOUNT MANAGEMENT PAGE: 1
SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS 06/08/98 09:21
BRAND FAMILY SUMMARY
*** PROMOTION VOLUME INCLUDED ***

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ PRD 1: PRD 2: 13	++ P E R I O D 1 ++ NO.DATA. - NO.DATA.		++ P E R I O D 2 ++ 01/01/98 - 03/31/98				PER 2	PER 1
COMPANY TOTALS(ALL BRANDS)	#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE	PK/CT RATIO	PK/CT RATIO
OTHER MISC MANUFTURS			460	2.28%	460	2.28	0/100	
R.J. REYNOLDS			2545	12.66%	2545	12.66	0/100	
PHILIP MORRIS			12577	62.60%	12577	62.60	0/100	
LORILLARD			3234	16.09%	3234	16.09	0/100	
LIGGETT & MYERS			34	0.16%	34	0.16	0/100	
B.A.T.			1237	6.15%	1237	6.15	0/100	
-COMBINED- INDUSTRY			20088	100.00%	20088		0/100	

51851 3228

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

RJRT ACCOUNT INFORMATION MANAGEMENT
SHARE OF PROMOTION BY COMPANY
CARTON EQUIVALENT SUMMARY

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++
PRD 1: PRD 2: 13

++ P E R I O D 1 ++ ++ P E R I O D 2 ++
NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

	CTNS	SHARE	CTNS	SHARE	+/- CTNS	+/- SHARE
FULL PRICE						
PHILIP MORRIS			42	11.96%	42	11.96
LIGGETT & MYERS			7	1.99%	7	1.99
B.A.T.			302	86.03%	302	86.03
-INDUSTRY FULL PRICE			351	98.59%	351	
BRANDED SAVINGS						
B.A.T.			5	100.00%	5	100.00
-INDUSTRY BRANDED SAVINGS			5	1.40%	5	
-INDUSTRY						
-INDUSTRY- TOTAL			356	100.00%	356	
COMBINED TOTALS						
PHILIP MORRIS			42	11.79	42	11.79
LIGGETT & MYERS			7	1.96	7	1.96
B.A.T.			307	86.23	307	86.23
-COMBINED- INDUSTRY			356	100.00%	356	

Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 13 NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

PROMOTION		ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
KOOL M 100 BX	G	9999999999			60		60
KOOL M 85 BX	G	9999999999			148		148
KOOL MILD M 100 BX	G	9999999999			28		28
KOOL MILDS M 85 BX	G	9999999999			67		67
TOTAL KOOL					303	54.93%	303
TOTAL B&W FULL PRICE					303	26.61%	303
GPC APR FF 100 BX	C	9999999999			1		1
GPC APR FF 85 BX	C	9999999999			2		2
GPC APR LT 85 BX	C	9999999999			2		2
TOTAL GPC APR					5	11.01%	5
TOTAL B&W BRANDED SAVINGS					5	5.07%	5
TOTAL B.A.T.					308	24.89%	308
CHESTERFLD NF 70	B	9999999999			4		4
CHESTERFLD NF 85	B	9999999999			3		3
TOTAL CHESTERFIELD					7	33.33%	7
TOTAL L&M FULL PRICE					7	20.35%	7
TOTAL LIGGETT & MYERS					7	20.35%	7
MARLBORO F 85 BX	J	9999999999			21		21
MARLBORO LT85 SP	J	9999999999			21		21
TOTAL MARLBORO					42	0.47%	42
TOTAL PM FULL PRICE					42	0.33%	42
TOTAL PHILIP MORRIS					42	0.33%	42

SALES UPDATE ACCESS 9999 ** WAREHOUSE DATA SUBJECT TO PRORATION **
** ITEM NO'S WITH OUT ALL 9'S MAY NOT BE IN CARTON QUANTITIES **

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000

BY CHAIN: HUDSON NEWS

++ TOTAL STORES ++ ++ P E R I O D 1 ++ ++ P E R I O D 2 ++
PRD 1: PRD 2: 13 NO.DATA. - NO.DATA. 01/01/98 - 03/31/98

PROMOTION	ITEM NO.	VOLUME	PROM %	VOLUME	PROM %	+/- VOLUME
TOTAL INDUSTRY				357	1.78%	357

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Source: https://www.industrydocuments.ucsf.edu/docs/rxvy0000